

Month of edition

	January	February	March	April	May	Jun	July	August	September	October	November	December
Print run	56 967	57 011	57 078	56 493	54 078							
Retail Sales A	26 697	25 144	25 201	22 516	20 673							
Retail Sales B**	1	1	1	1	1							
Retail Sales C	-	-	-	-	-							
Subscriptions A	13 645	13 693	13 760	13 620	13 618							
Subscriptions B	-	-	-	-	-							
Subscriptions C	-	-	-	-	-							
Other Sales	29	30	30	80	70							
Paid Circulation *	40 372	38 868	38 992	36 217	34 362							
Returns	16 595	18 143	18 086	20 277	19 716							

Explanations:

Print Run:	Number of copies printed and invoiced by the print provider. The supplier invoice is duly recorded in the PEREX's accounting and paid to the supplier's account.
Retail Sales A:	Sales through the distribution network of the independent distributor Mediaprint-Kapa Pressegrasso, a.s., under a contract with PEREX.
Retail Sales B:	Sales through in-house store or the in-house distribution network. Presently, PEREX does not operate its own distribution network. PEREX sells Pravda copies in its own store which is accessible on the premises of the company's registered office.
Retail Sales C:	Sales through a distribution network owned by a publisher domiciled in the Slovak Republic.
	The sales take place outside the distribution network of the independent distributor Mediaprint-Kapa Pressegrasso, a.s. These sales may include sales through news-vendors.
Subscriptions A:	Subscriptions distributed by Slovenská pošta, a.s. under a contract with PEREX.
Subscriptions B:	Subscriptions distributed by a distribution network owned by a publisher domiciled in the Slovak Republic.
Subscriptions C:	Subscriptions delivered by Mediaprint-Kapa Pressegrasso, a.s., or other independent distribution network of an alternative postal service operator.
Other Sales:	Included in other sales are copies sold directly to the buyer under a purchase order or contract. Ordered copies are invoiced to the buyer. The invoice is duly recorded in the PEREX's accounting. The price of copies ordered and invoiced is at least 50% of the basic cover price. See the calculation methodology.
Paid Circulation:	It is the sum of all sales.
Returns:	Included in returned copies are copies destined for sale (whether directly, through distributors, news-agents or otherwise) that were not sold.
* Comment:	The calculation of average values of respective sale types leads to rounding and hence to a possible difference of +1 pcs or -1 pcs to the average paid circulation, which is calculated as a proportion of the sum of all the sales and the number of issues in a given month.
** Comment:	In 2018 Sales in PEREX's own store range from 2 to 5 pieces, resulting in a monthly average of 0,50 - 1,00 pcs/issue.